

# ORDER



Orders	Order / Rev:	186600	
Alt Order #:			
Product Desc:	Obama for America		
Estimate:	1904 - Sked C		
Flight Dates:	10/09/12 - 10/15/12		Primary AE:
Original Date / Rev:	10/04/12 / 10/04/12		Sales Office:
Order Type:	GENERAL		Sales Region:
Agency	Name:	GMMB Inc.	
	Buying Contact:	Kristen Keuleman	
	Billing Contact:		
		1010 Wisconsin Ave, NW	
		Washington DC, DC 20007	
		Billing Type:	Cash
		Billing Calendar:	Broadcast
		Billing Cycle:	EOM/EOC
		Agency Commission:	15%
Advertiser	Name:	President/Obama (D)	
	Demographic:	A25-54	
	Product Codes:	PL1-President	
	Priority:	PREEMPTIBLE	
	Revenue Codes:	POL, POL, CAND	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	71	\$50,995.00	\$43,345.75	October 2012	71	\$50,995.00	\$43,345.75	0.00
					Totals	71	\$50,995.00	\$43,345.75	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/09/12	10/09/12	ABC Tue B	CA	8P-9P	-T-----	:30	1	\$2,750.00	PREE	0.00	NM	1	\$2,750.00
				ABC Tue B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1	\$2,750.00			0.00					
N 2	KMGH	10/10/12	10/10/12	ABC Wed A	CA	7P-8P	--W----	:30	1	\$7,765.00	P1	0.00	NM	1	\$7,765.00
				ABC Wed A		(7:00 PM-7:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1	\$7,765.00			0.00					
N 3	KMGH	10/10/12	10/10/12	Modern Family (only)	CA	8P-830P	--W----	:30	1	\$6,200.00	P3	0.00	NM	1	\$6,200.00
				MODERN FAMILY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1	\$6,200.00			0.00					
N 4	KMGH	10/12/12	10/12/12	ABC Fri C	CA	9P-10P	---F--	:30	1	\$1,200.00	PREE	0.00	NM	1	\$1,200.00
				ABC Fri C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---F--		1	\$1,200.00			0.00					
N 5	KMGH	10/09/12	10/15/12	630-7P WHEEL (M-F)	CA	630-7P	MTWTF--	:30	4	\$1,575.00	P3	0.00	NM	4	\$6,300.00
				630-7p WHEEL (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		4	\$1,575.00			0.00					
N 6	KMGH	10/09/12	10/15/12	6p-630p JEOPARDY (M-F)	CA	6P-630P	MTWTF--	:30	4	\$1,375.00	P3	0.00	NM	4	\$5,500.00
				6P-630P JEOPARDY (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		4	\$1,375.00			0.00					

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Alt Order #: \_\_\_\_\_  
Flight Dates: 10/09/12 - 10/15/12

Advertiser: President/Obama (D)  
Product Desc: Obama for America  
Estimate: 1904 - Sked C

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Advertiser: President/Obama (D)  
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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N21	KMGH	10/14/12	10/14/12	7A-8A SUN MORN NEWS CA		7A-8A	-----S	:30	1	\$210.00	PREE	0.00	NM	1	\$210.00	
				7A-8A SUN MORN NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1				\$210.00		0.00				
N22	KMGH	10/14/12	10/14/12	ABC GMA SUN	CA	Sun GMA	6A-7A	-----S	:30	1	\$120.00	P3	0.00	NM	1	\$120.00
				GMA SUN												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1				\$120.00		0.00				
N23	KMGH	10/13/12	10/13/12	7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00	
				7-9a Sat Morning News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-		1				\$300.00		0.00				
N24	KMGH	10/13/12	10/13/12	ABC GMA SAT	CA	Sat GMA	6A-7A	-----S-	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
				GMA SAT												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S-		1				\$175.00		0.00				
N25	KMGH	10/09/12	10/15/12	GMA M-F 7-9A / KMGH	CA	7A-9A	MTWTF--	:30	5	\$400.00	PREE	0.00	NM	5	\$2,000.00	
				GMA M-F 7-9A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF--		5				\$400.00		0.00				
N26	KMGH	10/09/12	10/15/12	6-7A News M-F/KMGH	CA	6A-7A	MTWTF--	:30	4	\$400.00	PREE	0.00	NM	4	\$1,600.00	
				6-7A News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF--		4				\$400.00		0.00				
N27	KMGH	10/09/12	10/15/12	Nightline	CA	1037P-1103P	MTWTF--	:30	2	\$1,025.00	P2	0.00	NM	2	\$2,050.00	
				Nightline												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF--		2				\$1,025.00		0.00				
N28	KMGH	10/09/12	10/15/12	10P NEWS - M-F/SU	CA	10P-1037P	MTWTF-S	:30	2	\$1,000.00	PREE	0.00	NM	2	\$2,000.00	
				10P NEWS (M-F/SU)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF-S		2				\$1,000.00		0.00				
N29	KMGH	10/09/12	10/15/12	Jimmy Kimmel	CA	11:03P-12:07A	MTWTF--	:30	2	\$150.00	PREE	0.00	NM	2	\$300.00	
				Jimmy Kimmel												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF--		2				\$150.00		0.00				
N30	KMGH	10/09/12	10/15/12	7News at 530AM	CA	530AM-6AM	MTWTF--	:30	4	\$225.00	PREE	0.00	NM	4	\$900.00	
				7News at 530AM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF--		4				\$225.00		0.00				
N31	KMGH	10/09/12	10/15/12	7News at 5AM	CA	5AM-530AM	MTWTF--	:30	4	\$200.00	PREE	0.00	NM	4	\$800.00	
				7News at 5AM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/09/12	10/15/12	MTWTF--		4				\$200.00		0.00				

Totals 71 \$50,995.00